

# NIFA Communications Staff

**Mission:** *We enable the accomplishment of the National Institute of Food and Agriculture's (NIFA) mission by providing proactive, timely, responsive, transparent, two-way and accurate communications to NIFA's stakeholders, partners and employees.*

**Vision:** *We are NIFA's communication experts who are recognized for providing a full range of innovative and strategic communication products and services that advance NIFA's stature and value to our nation, USDA and employees.*

# Communications Staff

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An integrated  
products and  
service team

**Virginia Bueno, Director**  
Kimmarie Washington, Head Secretary

## Media Relations

Jennifer Martin  
Amanda Hils  
Kelly Flynn

## Stakeholder - Employee Communications

Scott Elliot  
Judy Rude  
Alexandra Wilson

## Creative Services

Stephanie Engle  
Carlos Harris, Intern

## Digital Communications

Alison Amor  
Ray Russell  
Janis Berman, Ctr  
Forum One, Ctr.

# Communications Staff

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## Products and Services

- Communications Strategies and Guidance
- Leadership Communications
- Media Relations
- NIFA Public Website
- Employee Communications
- Stakeholder Communications
- Creative Services (Photography, publications, graphics)
- NIFA Branding and Messaging
- Social Media
- Freedom of Information Act requests

# Role & Responsibilities: Media Relations

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## **Role:**

Provide accurate, timely, proactive and responsive information to NIFA and USDA's publics through appropriate, two way communication channels.

- Social Media
  - NIFA YouTube, Twitter, USDA Facebook page
  - Analytics
- Blogs
- Media Relations
  - Interviews/Pitching
  - Media monitoring/analytics
- USDA OC/REE Communications Support
- NIFA Director Outreach Support
  - Build out, talking points, media interviews
- Impacts
  - Library
  - Public Web page
- Messaging
- Communication campaigns
- Public Queries

Media Relations

Jennifer Martin

Amanda Hils

Kelly Flynn

# Role & Responsibilities: Stakeholder and Employee Communications

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## **Role:**

Provide accurate, timely, proactive and responsive information to NIFA partners, stakeholders and employees through appropriate, two way communication channels.

- USDA/OC/REE Data Requests
- Employee Communications
  - NIFA Employee eNewsletter
  - NIFA Daily News
  - eBoard
- Partner - Stakeholder Communications
  - 'NIFA Update'
  - Stakeholder queries
- FOIA
- Writing and editing services
- Reports: 'Nuggets,' 'Weekly Report'
- Lyris Management
- Blogs

Stakeholder - Employee  
Communications

Scott Elliot

Judy Rude

Alexandra Wilson

# Role & Responsibilities: Digital Communications

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## **Role:**

Provide accurate, timely, proactive and responsive information to NIFA and USDA's publics and employees through NIFA's public/private Websites and applications

- NIFA Public Website
  - Layout/Design
  - Content Management
  - Analytics
  - Web Queries
- NIFA Private Website:
  - Employee Information
- NIFA Apps (FY15)

## Digital Communications

Alison Amor

Ray Russell

Janis Berman, Ctr

Forum One, Ctr.



# Role & Responsibilities: Creative Services

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## **Role:**

Responsible for the creation of original visual products campaigns and overall branding for the agency.

- Publications
- Infographics
- Exhibits
- Photography
  - NIFA Flickr site
  - Photo Library
- Supporting Leadership presentation needs
- Branding
- Video Production \*
- Audio Production: Podcasts\*

Creative Services  
Stephanie Engle  
Carlos Harris, Intern

\*If resourced